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Alien Technology® Secures RFID Garment Tracking Application With G&P Net of Italy

MORGAN HILL, CA--(Marketwire - July 7, 2009) - Alien Technology proudly announces its newest million plus tag RFID garment tracking installation in Europe. Alien teamed with Aton to provide a complete end-to-end RFID traceability solution for leading apparel designer and manufacturer, G&P Net, the producer of brands such as GeoSpirit and Peuterey. G&P Net needed to control channel efficiencies and enhance supply chain visibility throughout Europe, so they approached Aton for a complete hardware and software solution.

Explains Otello Azzali, Aton Vice President: "It was an honor to work with such a high profile brand manufacturer. Their main objective was to optimize logistics and provide 100 percent traceability of their coats, jackets, trousers and shirts from manufacturing through distribution. RFID has provided considerable operational efficiencies for both in-coming & out-going goods, as well as warehouse inventory management. The solution included a comprehensive middleware software solution which provides G&P Net complete traceability from production to retail inventory control."

Adds Stephen Crocker, Alien sales/channels director: "G&P Net chose our high performance readers, and Higgs™-3 based inlays to tag each garment. This combination resulted in superior system performance, providing virtually instantaneous reads of more than 300 garments packed in a shipping box as they leave the production site, translating to huge labor and time savings."

Adds Luca Isidori, ICT Manager at G&P Net: "We previously didn't have adequate control of our distribution channels or the grey market, but now, with the Aton and Alien RFID item level tagging solution, we have 100% supply chain inventory and channel management control. Now we can take inventory in just a fraction of the time and we have implemented monthly inventory checks at all of our channel retail stores. This increased visibility greatly reduces out-of-stocks which leads to better sales turnover and results in a win-win situation for everyone."

Mr. Crocker summarizes: "Alien has now completed over half a dozen major garment RFID item level tagging installations throughout Europe, representing millions of inlays per year. From Lisbon to Istanbul, apparel manufacturers and retailers continue to specify our field proven UHF reader and diversified EPC compliant UHF tag line into their applications. Alien has quickly become the go-to RFID solutions provider to the retail/clothing sector and we are privileged to work with leading garment manufacturers such as G&P Net."

About Aton

Aton S.p.A. has twenty years experience in Mobile and Wireless applications providing strategic solutions and managed services for the Mobile Workforce. Aton provides solutions for customers managing a mobile workforce to control and improve their field workforce efficiency and performance. For more information, please visit <http://www.aton.eu/>

About G&P Net

G&P Net SpA designs, produces and distributes a complete line of clothing under the trademark Peuterey, and a coat line under the trademark GeoSpirit. Both brands enjoy an excellent-quality market brand position. Distribution is exclusively through high-level clothing shops. Peuterey & GeoSpirit collections have had extraordinary commercial success, reaching sell-out rates close to 100%. For more information please visit <http://www.peuterey.it/> and <http://www.geospirit.it/>.

About Alien Technology

Alien Technology is a leading provider of UHF RFID products and services, including RFID Integrated Circuits, inlays, readers, and a comprehensive RFID educational curriculum. Alien was founded in 1994 and is headquartered in Morgan Hill, California, with its subsidiaries Alien Technology Asia (ATA) in South Korea and Quatrotec in Millbrae, California. The RFID Solutions Center is located in the Dayton, Ohio region. Alien maintains sales offices in the US, Europe, and Asia that support a global channel of committed solution partners.

Learn more about Alien's award-winning Higgs-3 RFID IC, our performance-leading Squiggle® inlay product line, and the renowned RFID Academy by visiting us at: www.AlienTechnology.com.

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